

REMARKS OF ROGER HAMILTON TO 6TH NATIONAL GREEN POWER  
MARKETING CONFERENCE

JULY 30, 2001  
PORTLAND, OREGON

ON BEHALF OF GOVERNOR KITZHABER AND THE OREGON PUBLIC UTILITY COMMISSION IT IS A PLEASURE TO WELCOME YOU TO THE NORTHWEST AND THE STATE OF OREGON. I CAN'T THINK OF A MORE APPROPRIATE VENUE FOR YOUR SIXTH NATIONAL GREEN POWER MARKETING CONFERENCE. YOU CAN CERTAINLY COLOR THE STATE OF OREGON GREEN, DESPITE THE DROUGHT AND THE PROBLEMS IT HAS BROUGHT TO US THIS SUMMER.

YOU WILL NOTICE THAT OREGONIANS ARE PROUD OF THEIR STATE FOR ALL THE RIGHT REASONS. AS PROOF JUST TAKE A LOOK AT OUR LICENSE PLATES, FOR WHICH MANY PAY A PREMIUM TO CONTRIBUTE TO THE REPRESENTED CAUSE. THE STANDARD PLATE FEATURES THE DOUGLAS FIR TREE, IN A CHOICE OF BRIGHT OR PALE GREEN. MANY OF US ON THE EAST SIDE OF THE CASCADES PREFER THE MUTED COLOR TO BETTER REPRESENT THE PRAIRIES AND HIGH DESERTS OF THIS VAST, BEAUTIFUL REGION. WE PAY EXTRA FOR THE SALMON PLATE TO CONTRIBUTE TO HABITAT RESTORATION FOR THIS BELEAGUERED FISH, THE SOURCE OF SPIRITUAL, COMMERCIAL AND RECREATIONAL WEALTH WHOSE JOURNEY FROM THE MOUNTAINS TO THE FAR REACHES OF THE NORTHERN PACIFIC AND BACK IS ONE OF AMERICA'S MOST ENDURING AND POWERFUL SYMBOLS OF ECOLOGICAL COMPLEXITY AND HEALTH. ANOTHER IS THE OREGON TRAIL PLATE WHOSE SUBSCRIBERS CONTRIBUTE TO MUSEUMS COMMEMORATING AND INFORMING ABOUT THOSE WHOSE EPIC JOURNEY IN THE 1800'S PIONEERED THE GREEN PASTURES OF THE WILLAMETTE VALLEY. YOU MAY ALSO SEE THE CRATER LAKE PLATE, OREGON'S ONLY NATIONAL PARK AND SITE OF THE SPECTACULAR VOLCANIC REMNANT. IT REMINDS US OF THE RENEWABLE ENERGY THAT ABIDES DEEP WITHIN THE EARTH'S CORE IN THE CASCADE MOUNTAINS, AND THE BRILLIANT CLARITY OF THE AIR ALLOWING US ONE OF THE WORLD'S MOST STUNNING VISUAL EXPERIENCES.

BUT EACH DISPLAYED ICON - THE TREE, THE FISH, THE FARMER'S COVERED WAGON, THE CLEAN AIR AND PRISTINE LAKE - HAS A DARK SIDE, A QUESTION, AND A TRAGIC HISTORY. THAT IS WHAT INSPIRES US TO GATHER HERE AND THAT IS WHAT PROVIDES US WITH A GREEN MARKETING OPPORTUNITY. THE IMPERATIVE IS SUSTAINABILITY AND THE OPPORTUNITY IS TO CREATE A COHERENT AND PROFITABLE COMMITMENT TO SUSTAINABILITY, WHERE ECONOMICS, ECOLOGICAL HEALTH, CULTURE, AND EVEN ESTHETICS MAY ALL CONVERGE.

GREEN MARKETING SHOULD BE IMPELLED BY A FUNDAMENTAL CONSCIOUSNESS THAT OUR HEALTH AND SURVIVAL, AND THAT OF OUR CHILDREN AND GRANDCHILDREN FOR ALL TIME, DEPEND ON PRESERVING AND ENHANCING A WEB OF RELATIONSHIPS AND ENVIRONMENTAL REQUIREMENTS. SOME OF THESE SEEM AMAZINGLY DURABLE AND SOME VERY FRAGILE AND ON THE BRINK OF EXTINCTION. BUT ALL ARE INCREASINGLY STRESSED AND POTENTIALLY DEGRADED, OVER-ALLOCATED, OVER TAPPED, AND GROSSLY MISUNDERSTOOD BY TOO MANY. YOUR JOB IS TO TELL THIS STORY AND REACH THAT GOOD SENSE AND LATENT ENVIRONMENTAL ETHIC, OR AT LEAST THAT REALIZATION THAT SUSTAINABILITY AND INDIVIDUAL SELF-INTEREST MAY BE ONE AND THE SAME. THAT IS THE MARKETING TASK AND YOU SHOULD BE PROUD TO BE A PART OF IT.

IN CLOSING HERE ARE SOME OF THE THINGS WE ARE DOING AT THE STATE LEVEL IN OREGON.

WE ARE FUNDING WATERSHED MANAGEMENT AND RESTORATION AT VIRTUALLY EVERY LEVEL THROUGH A COMPREHENSIVE PROGRAM OF WATERSHED COUNCILS, SALMON RESTORATION EFFORTS RESULTING FROM ESA LISTINGS, AND HYDROELECTRIC RELICENSING MITIGATION.

THE GOVERNOR HAS CALLED FOR EACH AGENCY TO SUBMIT A SUSTAINABLE PRODUCT, ENERGY, AND BEHAVIOR PROGRAM. EACH EMPLOYEE IS REQUIRED TO PARTICIPATE. FROM RENEWABLE ENERGY PURCHASE TO RECYCLING, THE STATE HOPES TO LEAD BY EXAMPLE.

FINALLY, THE PUC OVERSEES THREE GREEN PURCHASE OPTIONS IN OUR ELECTRICITY RESTRUCTURING PROGRAM. TWO OF THESE OPTIONS INCLUDE A MARKETING COMPONENT FUNDED IN RATES. THE FIRST OPTION IS A RENEWABLE RESOURCES BLOCK PRODUCT, WHICH ALLOWS CUSTOMERS TO BUY ONE OR MORE BLOCKS OF RENEWABLE POWER EACH MONTH. THE SECOND OPTION IS A BLENDED RENEWABLE ENERGY PRODUCT CONTAINING A MINIMUM OF 50% RENEWABLE ENERGY WITH AT LEAST 15% COMING FROM NEW RENEWABLE SOURCES; THE REMAINING PRODUCT CONTENT MUST MEET REGIONAL SYSTEM AVERAGE EMISSIONS AS WELL AS THE STATE'S SITING STANDARD FOR CARBON DIOXIDE EMISSIONS. THE FINAL OPTION IS AN "ENVIRONMENTAL MITIGATION PRODUCT," WHICH ALLOWS CUSTOMERS TO PURCHASE BLOCKS OF POWER FROM RENEWABLE SOURCES THAT WILL HELP RESTORE THREATENED OR ENDANGERED FISH SPECIES.

IN ADDITION A SYSTEMS BENEFIT CHARGE ON INVESTOR OWNED UTILITY ENERGY CONSUMPTION PARTIALLY SUPPORTS NEW RENEWABLE POWER DEVELOPMENT. WE HAVE MORE DEMAND NOW FOR WIND ENERGY THAN WE HAVE SUPPLY, AND PRESENTERS FROM OREGON AND THE NORTHWEST WILL TELL AN EXCITING STORY ABOUT GREEN POWER IN OREGON.

I HAVE PERSONALLY BEEN ENGAGED WITH REGULATORS FROM OTHER STATES AS CHAIR OF NARUC'S RENEWABLE AND DISTRIBUTED ENERGY COMMITTEE. I HAVE ALSO WORKED WITH THE NATIONAL WIND COORDINATING COMMITTEE, WHICH ASSISTS WIND DEVELOPERS AND COMMUNITIES IN UNDERSTANDING REGULATORY AND LEGISLATIVE REQUIREMENTS FOR WIND DEVELOPMENT. I AM ALSO ENGAGED WITH THE PHOTOVOLTAIC INDUSTRY IN THE SAME MANNER. WHAT I HAVE LEARNED IS THAT THE GREEN ENERGY MESSAGE IS ALIVE AND WELL AT THE INSTITUTIONAL LEVEL. WE HAVE CULTIVATED GOOD RELATIONSHIPS IN STATE COMMISSIONS, GOVERNOR'S OFFICES, IN CONGRESS, AND IN STATE LEGISLATURES. HOPEFULLY THERE IS NOW A BETTER SEEDBED THAN EVER FOR YOUR MARKETING EFFORTS.

ONCE AGAIN, WELCOME AND ALL THE BEST FOR A PRODUCTIVE AND REWARDING CONFERENCE. I HOPE YOU WILL ALSO TAKE THE TIME TO ENJOY THIS BEAUTIFUL CITY AND THE SPECTACULAR ENVIRONMENT THAT SURROUNDS US.